



May 23, 2008

Mr. Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street S.W.
Washington, DC 20554

Dear Mr. Martin,

On behalf of LifePath Hospice in Hillsborough County, Florida, I would like to share with you more about a partnership that we have had with CBS Radio. For more than six years, CBS Radio has been a friend and advocate for the patients and families of LifePath Hospice.

Two of its radio stations, WQYK and WSJT, have been In-Kind Sponsors for our past fundraising events. WQYK was a sponsor of our golf tournament from 2004 to 2006, where staff donated a number of items for our live auction. This resulted in significant funds being raised for our patients and families in our community. On-air personalities also participated in the tournament and enlivened the spirits of the golfers and spectators.

Our relationship with WSJT has spanned six years, by partnering with us as an In-Kind Sponsor to promote our premier fundraising event, Island Night at Jackson's. As an organization, we do not advertise in the media, and WSJT's on-air promotions afford us an opportunity each year to be able to promote our event in the community and raise public aware of our programs and services. We specially enjoy our relationship with on-air radio personality George Nix, whose compassion has tied him to our organization over the years. Each year, Island Night attendees tell us that they heard about our event while listening to WSJT and you certainly can't put a dollar amount on the value that has to LifePath Hospice.

CBS Radio's partnership and support helps us to care for more than 1,600 patients each day who are facing the challenges of life-limiting illnesses. We provide care regardless of a patient's ability to pay for our services, and business partnerships in our community, like the one with CBS Radio, helped to make it possible for LifePath Hospice to administer more than \$4.7 million in charity care in 2007. We are truly grateful for the support LifePath Hospice has received over the years from CBS Radio and look forward to our continuing partnership..

Sincerely,

Sharon A. Jones, CFRE
V.P. of Development

understanding. comfort. strength.

Sun City Center
3725 Upper Creek Drive
Ruskin, FL 33573
813.634.7621

South Tampa
3010 W. Azeele Street
Tampa, FL 33609
813.877.2200

Temple Terrace
11150 N. 53rd Street
Temple Terrace, FL 33617
813.908.7650

www.lifepath-hospice.org

Corporate Office: HPC Healthcare, Inc. • 12973 N. Telecom Parkway, Suite 100, Temple Terrace, FL 33637 • 813.871.8111 • 1.866.204.8611

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